1954

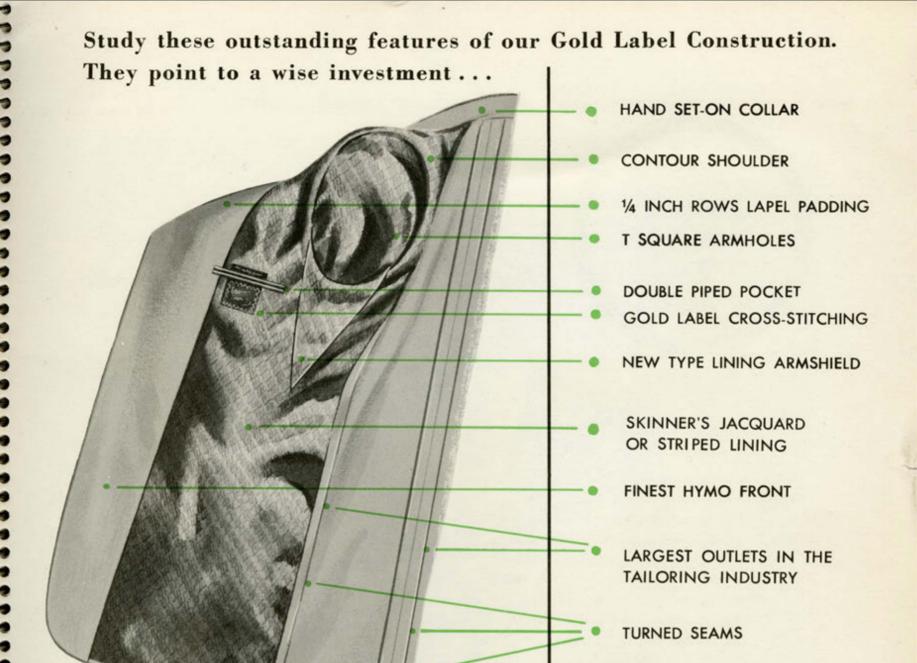
FIT AND QUALITY

FASHIONS

TAILORED FOR YOU

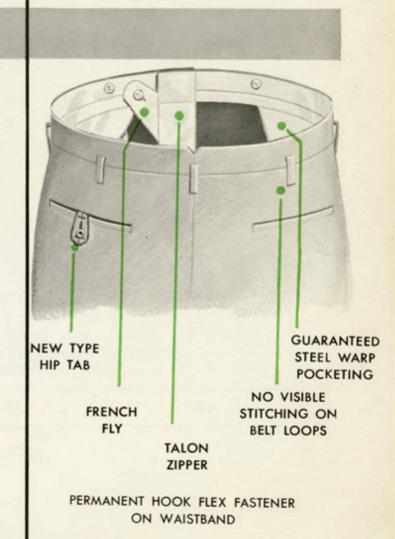




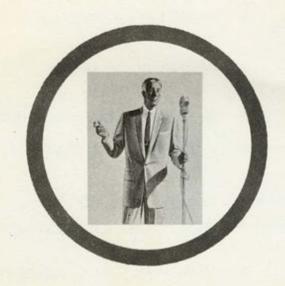


It's the quality inside the garment that tells the story!

Those wise buyers who recognize value usually look beyond the surface of a suit or coat to discover true quality. These individuals have found that the most essential requisites of a fine garment are most noticeable on the inside. They weigh each feature of construction carefully. Check the inside features illustrated here . . . each one painstakingly made in our own shops by our own master needlemen, Yes, it's the quality inside the garment that tells the story, and our story is one of complete satisfaction for you.

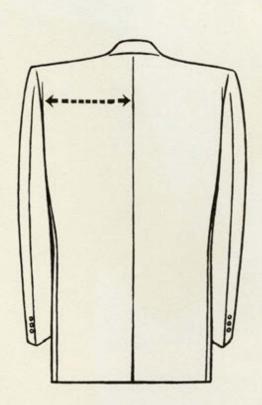


QUALITY CONSTRUCTION INSIDE MEANS LONGER WEAR-GUARANTEED MOTHPROOFING INSURES LASTING SATISFACTION



The New American Silhouette

For the man who wants to be first in his group wearing a new style. Imparting a tall, trim appearance to the wearer, it incorporates many of the fine points of all style groups and adds such distinctive touches as the cash pocket... the high gorge narrow lapel and the natural shoulders.



Suggested Coat Lengths

Height	5'2"							28"
	5'4"							281/2"
	5'6"							291/2"
	5′8″							301/2"
	5′10″							311/2"
	6'							321/2"
	6'2"							331/2"

Suggested Back Widths

Breast Measure	34						71/8"
	36				:		81/8"
	38						83/8"
	40						85/8"
	42						9"
	44						91/4"
	46						91/2"

The New American Silhouette



Copyright, Graphic Fashions, Phila., Pa., Litho. in U. S. A.

Model 410 THE NEW AMERICAN SILHOUETTE MODEL

Two Button, High Gorge, Straight , Narrow Lapel.

Lower and Cash Flap Pockets.

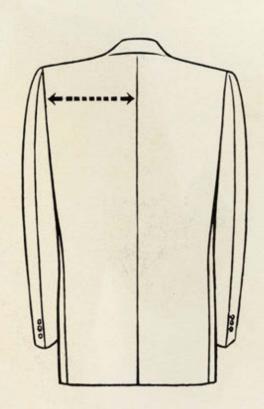
Made with Outside Cash Flap Pocket Unless Otherwise Specified.

2-4450



Westport For Young Men

This group offers a variety and a freedom of action that recommends it for most men. Its middle-of-the-road styling, blending features of the conservative and the style leaders, allows the coat to give a flattering slimming effect to the wearer. Distinctive in line and cut, the coat features a mild snugness through the chest with a suggestion of taper at the waist. Pockets and the opening button are set to accentuate the trim line at the waist.



Suggested	Coat	Lengths
-----------	------	---------

Height	5'2"								27"
	5'4"								271/2"
	5'6"								29"
	5'8"								30"
	5′10″								31"
	6'								32"
	6'2"								321/2"
		_	_	_		_	_	_	

Suggested Back Widths

Breast Measure	34					71/8"
	36					81/8"
	38					83/8"
	40					85/8"
	42					9"
	44					91/4"
	46					91/2"

Westport For Young Men



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Model 400

YOUNG MEN'S THREE-BUTTON NOTCH LAPEL SACK

• Lower Flap Pockets • Natural Shoulder • Medium Waist Suppression

Westport For Young Men



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Model 401

YOUNG MEN'S TWO-BUTTON NOTCH LAPEL SACK

• Lower Flap Pockets • Natural Shoulder • Medium Waist Suppression

Westport For Young Men



Model 402

YOUNG MEN'S THREE-BUTTON DOUBLE-BREASTED SACK

• Lower Flap Pockets • Natural Shoulder • Medium Waist Suppression

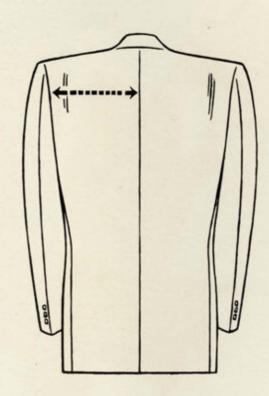
. Two Buttons to Button

• 7 •



Cranston Casual Drape

These models are cut with a little larger chest and blade than the Coronado Group. The height of the waist line is in a natural position and more fitted than the Coronado group. Low set buttons and pockets with slender lapels; there is a lot of comfort and styling in this group, but should not be ordered by men who prefer snug fitting clothes throughout.



Suggested Coat Lengths

5′2″													28"
5'4"													281/2"
5'6"													291/2"
5'8"													301/2"
5′10″													311/2"
6'													321/2"
6'2"													331/2"
	5'4" 5'6" 5'8" 5'10" 6'	5'4" . 5'6" . 5'8" . 5'10" .	5'4" 5'6" 5'8" 5'10"	5'4" 5'6" 5'8" 5'10"	5'4" 5'6" 5'8" 5'10"	5'4"	5'4"	5'4"	5'4"	5'4"	5'4" 5'6" 5'8" 5'10" 6'	5'4" 5'6" 5'8" 5'10" 6'	5'2" 5'4" 5'6" 5'8" 5'10" 6' 6'2"

Suggested Back Widths

Breast Measure	34					81/8"
The state	36					83/8"
	38					83/4"
	40					9"
	42					91/4"
	44					91/2"
	46					93/4"

Cranston Casual Drape



Model 416

THREE-BUTTON SINGLE-BREASTED DRAPE SACK

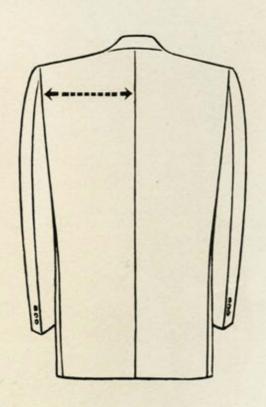
• Lower Piped Pockets • Broad Square Shoulders • Full Chest • Fitted Waist



Coronado Lounge Drape

These models have a larger chest and blade than the Westport or Young Mens, but are not extreme. These styles are designed for men and young men who desire an easy fitting garment.

The waist has fairly straight sideseams in back, pockets are low set and with slender lapels. Not to be ordered by customer who prefers snug fit.



Suggested Coat Lengths

Height	5'2"		28"
	5'4"		281/2"
	5'6"		291/2"
	5'8"	1	301/2"
	5′10″		311/2"
	6'		321/2"
77	6'2"		331/2"

Suggested Back Widths

Breast Measure	24										0"
	34	•	•	•	•	•	•	•	•	•	8
	36										81⁄4"
	38										81/2"
	40										8%"
	42										91/8"
	44										93/8"
	46										95/8"

Coronado Lounge NOTE: This new LOUNGE MODEL features a full chest and a straight, loose-fitting waistline

and back. It is a very easy fitting coat with Slight waist suppression.



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Model 423

THREE-BUTTON NOTCH LAPEL LOUNGE SACK

- Lower Piped Pockets Full Chest Easy Waist
 - · Low Button Position

Coronado Lounge

NOTE: This new LOUNGE MODEL features a full chest and a straight, loose-fitting waistline and back. It is a very easy fitting coat with Slight waist suppression.



Model 420

ONE-BUTTON NOTCH LAPEL LOUNGE SACK

- Lower Piped Pockets Full Chest Easy Waist
 - · Low Button Position

Coronado Lounge

NOTE: This new LOUNGE MODEL features a full chest and a straight, loose-fitting waistline and back. It is a very easy fitting coat with Slight waist suppression.



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Model 424

TWO-BUTTON NOTCH LAPEL LOUNGE SACK

- Lower Piped Pockets Full Chest Easy Waist
 - Low Button Position

Coronado Lounge

NOTE: These new LOUNGE MODELS feature a full chest and a straight, loose-fitting waistline and back. It is a very easy fitting coat with Slight waist suppression.



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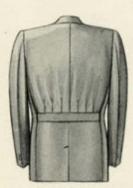
Model 422 TWO-BUTTON DOUBLE-BREASTED LOUNGE SACK

- Lower Piped Pockets Full Chest Easy Waist
- Low Button Position One Button to Button

Model 421 THREE-BUTTON DOUBLE-BREASTED LOUNGE SACK

- Lower Piped Pockets Full Chest Easy Waist
- Low Button Position Two Buttons to Button.

Coronado Sportswear



Model 96 Sport Back with Six Tucks above Half Belt CENTER VENT Extra Charge \$2.25



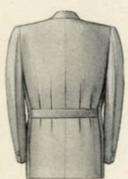
Model 89
Sport Back
"Free Swing" Back
CENTER VENT
Extra Charge \$3.00



Model 94 Sport Back with Side Vents



Model 92
Sport Back
"Free Swing" Back with pleat to belt on side. NO VENT
Extra Charge \$3.00



Model 90 Pleated Back Extra Charge \$1.50

FANCY BACKS



Model 464 THREE-BUTTON LEISURE COAT

Lower Patch Pockets • False Breast Flaps
Shirt Collar Style

Styled as Easy Fitting Coronado Model. If Snugger Fitting Coat Wanted, Specify under Coat Remarks "Westport Body"

NOTE: ALL COATS WILL BE MADE WITH PLAIN BACK UNLESS OTHERWISE SPECIFIED.

Coronado Sportswear



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Model 449 TWO-BUTTON SPORT COAT

- Three Patch Pockets Notch Lapels
 - Square Shoulder Easy Waist

Styled as Easy Fitting Coronado Model. If Snugger Fitting Coat Wanted, Specify under Coat Remarks "Westport Body".

IF THREE-BUTTON SPORT COAT MODEL WANTED ORDER MODEL 462

Hollywood Custom Wedge Lounge Models

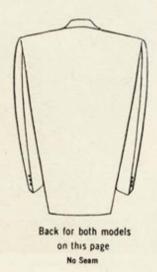
These models are very extreme and should be sold only to men who can wear this type of coat. It has a large chest and small hips, wide high shoulders, very loose straight line fitting at the waist and snug at hips. Very popular with the style leader group of young men.



Model H-472

ONE-BUTTON SINGLE-BREASTED EXTREME LOUNGE SACK

- . Notch Lapels . Full Shoulders
 - Three Patch Pockets





Model H- 471
SINGLE-BREASTED LINK BUTTON MODEL

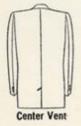
• Full Shoulders • Three Patch Pockets

EXTRA CHARGE FOR HAND STITCHING ON EDGES AND POCKETS \$2.50

Easterner University



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Model 437

THREE-BUTTON NOTCH LAPEL IVY LEAGUE MODEL

• Lower Flap Pockets • Narrow Shoulder • Easy Waist • No Body Darts

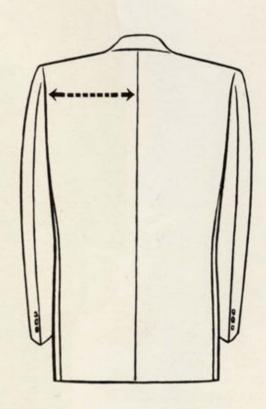
This Model Carries Single Vent unless Ordered Otherwise

NOTE: LAPEL ROLLS BELOW TOP BUTTON



Norwich For The Executive

These models have the same fitted lines as the Westport Group, easy fitting through the chest and waist, natural shoulder, no drape, designed for middle aged and executive type men.



Suggested Coat Lengths

Height	5'2"	•						27"
	5'4"							271/2"
	5'6"							29"
	5′8″							30"
	5′10″							31"
	6'							32"
	6'2"							321/2"

Suggested Back Widths

34										77/8"
	-	-	-	-	-	-	-	-	-	
38										83/8"
40										85/8"
42										9"
44										91/4"
46										91/2"
	36 38 40 42 44	36 . 38 . 40 . 42 . 44 .	36 38 40 42	36 38 40 42 44	36 38 40 42	36	36	36	36 38 40 42 44	34 36 38 40 42 44 46

Norwich For The Executive



Model 430
THREE-BUTTON DOUBLE-BREASTED
CONSERVATIVE SACK

Two buttons to button
If Wanted Three-Button Double-Breasted
(3 to Button) Order 450



Model 433
THREE-BUTTON NOTCH LAPEL
CONSERVATIVE SACK



Model 435
TWO-BUTTON PEAK LAPEL
CONSERVATIVE SACK



Model 434
TWO-BUTTON NOTCH LAPEL CONSERVATIVE MODEL

• Lower Flap Pockets • Natural Shoulder • Easy Waist

NOTE: Young Men's Stout Models designed on Drape lines only for the portly man who demands easy fitting fullness and high style.



Model 426
THREE-BUTTON DOUBLE-BREASTED
DRAPE PORTLY SACK
Two Buttons to Button
Lower Piped Pockets

Suggested Coat Lengths

Height	5'2"							27"
	5'4"							271/2"
	5'6"							29"
	5'8"							30"
	5'10"							31"
	6'							32"
	6'2"							321/2"

Suggested Back Widths

Breast Measure	34				71/8"
	36				81/8"
	38				83/8"
	40				85/8"
	42				9"
	44				91/4"
	46			• •	91/2"



Model 428
TWO-BUTTON SINGLE-BREASTED
NOTCH LAPEL DRAPE PORTLY SAC



Back for All Models on Pages 21 & 22 No Vent



NOTE: These Drape Portly Models have Broad Square Shoulders, Full Chest, and Easy Waist.



Model 427
THREE-BUTTON SINGLE-BREASTED
NOTCH LAPEL DRAPE PORTLY SACK
Lower Piped Pockets

Bradford Portly



Model 442
TWO-BUTTON NOTCH LAPEL YOUNG MEN'S PORTLY MODEL

• Lower Flap Pockets • Natural Shoulder • Easy Waist



Model 443
THREE-BUTTON DOUBLE BREASTED
YOUNG MEN'S PORTLY MODEL
Two buttons to button



Model 441
THREE-BUTTON NOTCH LAPEL
YOUNG MEN'S PORTLY MODEL

Suggested Coal Lengths

5'2"							27"
	_	_	_		-	_	271/2"
5'6"							29"
5'8"							30"
5'10"							31"
6'							32"
6'2"							321/2"
	5'4" 5'6" 5'8" 5'10" 6'	5'4" . 5'6" . 5'8" . 5'10" .	5'4" 5'6"	5'4"	5'4"	5'4"	5'6"

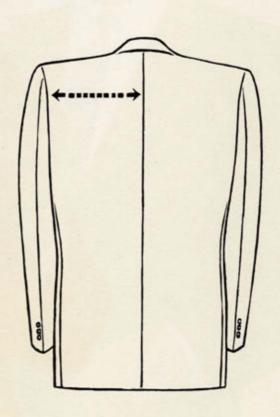
Suggested Back Widths

Breast Measure	34		71/8"
	36		81/8"
	38		83/8"
	40		85/8"
	42		9"
	44		91/4"
	46		91/2"



Hendon Stout

These models are designed for stout men whose trouser waist is about the same as their chest. They are easy in the chest and blades, with regular pocket and button position. Shoulders are natural. The complete garment is designed with the comfort motive.



Suggested Coat Lengths

Height	5'2"							27"
	5'4"							271/2"
	5'6"							29"
	5'8"							30"
	5′10″							31"
	6'							32"
	6'2"							321/2"

Suggested Back Widths

Breast Measure	34					71/8"
1	36					81/8"
	38					83/8"
	40					85/8"
	42					9"
	44					91/4"
	46					91/2"

Hendon Stout



Model 447
THREE-BUTTON DOUBLE-BREASTED
CONSERVATIVE STOUT MODEL
Two buttons to button



Model 445
TWO-BUTTON NOTCH LAPEL
CONSERVATIVE STOUT MODEL



Model 446

THREE-BUTTON NOTCH LAPEL CONSERVATIVE STOUT MODEL

• Lower Flap Pockets • Natural Shoulder • Easy Waist

New Raglan Styles



Model 498
THREE-BUTTON SINGLE-BREASTED RAGLAN TOPCOAT
ROLL COLLAR

Split Sleeves with Tabs Slash Pockets

Model 485
THREE-BUTTON SINGLE-BREASTED RAGLAN TOPCOAT

Split Sleeves with Tabs Slash Pockets

Latest Overcoat and Topcoat Styles



THE SPLIT WING SLEEVE BACK MODEL "WING"

Available with Front Models No. 485, 498, 484, 487 & 488. In Ordering a Split Wing Sleeve Coat Specify Back Model "Wing" with the Front Model you Prefer.



Model 488
THREE-BUTTON COAT
ROLL COLLAR

Slash Pockets Split Sleeves with Tabs

High Styled Box Coat (Very Loose Fitting)

Model 480 FLY FRONT BOX COAT

LY FRONT BOX C Slash Pockets Set-In Sleeve



THREE-BUTTON NOTCH LAPEL BOX COAT

- · Split Sleeve with Cuff
- · Patch Pockets with Flaps

If Wanted with Slash Pockets Order Model 482

Ever Popular Topcoat and Overcoat Styles



Model 490

NEW THREE-BUTTON DOUBLE-BREASTED POLO COAT

- · Split Sleeves with Cuffs · Patch Pockets with Flaps
 - . Two Buttons only to Button



SEE PRICE LIST FOR EXTRA CHARGE ON THESE MODELS.



THE RANCHER THREE-BUTTON SINGLE-BREASTED STRAIGHT FRONT

Blunt Corners • Welt Breast Pocket

Lower Swinging Bellow Patch Pockets with Pointed Flaps To Button

Edges, Single Stitch 1/4 Inch.

Extra Charge \$3.00

ALL WESTERN MODELS MADE WITH PLAIN BACK COAT R.1 AND

The FORT WORTHER

TWO-BUTTON SINGLE-BREASTED JACKET

Blunt Corners • Double Piped Breast Pocket

Lower Swinging Bellow Patch Pockets with Pointed Flaps

Plain Edge

Extra Charge \$3.00

ALL WESTERN MODELS MADE WITH PLAIN BACK COAT B-1 AND PLAIN TROUSERS UNLESS OTHERWISE SPECIFIED



Model V-4 Six-button long pointed vest



Model V-14
Six-button Vest
five buttons to button
This Style also Used for TATTERSAL Vests



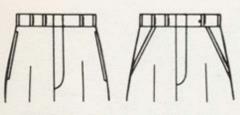
Model V-15 Double-breasted Vest No Collar Extra Charge \$.75



Model V- 81
TATTERSAL VEST
Six-button Vest
five buttons to button
Available with Metallic Crest or Pearl Buttons
Extra Charge \$1.50

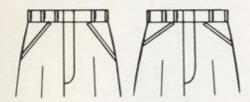


Model V-12 Five-button vest with collar Extra Charge \$1.50



Side Pockets

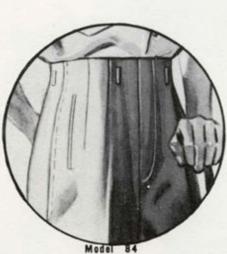
1/4 Top Pocket



1/2 Top Pocket

Top Pocket

TOP POCKETS
NOT MADE WITH PLEATED PANTS



Forward Set Pockets
Double Pleats Turned Out
Hand Stitched Side Seams \$3.00 extra—
not supplied unless specified on order.



Model 85 Bermuda Walkie Shorts



ALL TROUSERS MADE WITH NEW HOOK FLEX FASTENER UNLESS OTHERWISE ORDERED



Model 59 Drop belt loops



Model 55 Regular trousers



Model 57 Double Pleats Turn Out

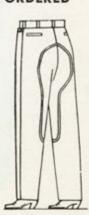


Model 78 Drop belt loops Double Pleats

Turn Out



Model 82
Continuous Waistband
Drop Belt Loops
No Waistband Stitching
Two Pleats Each Side Turn Out



Frontier Extra Charge for Reinforced Seat and Knee, \$3.00



Model 74
Frontier Style Pants
Square Cut Top
Pockets to Button
Narrow Knee and Bottom



Model L-1159
SPORTY FOUR-BUTTON SINGLE-BREASTED
NOVELTY COLLAR MODEL

Lower Flap Pockets • Turn Back Cuff Skirt- L- 26 Four gore Model L-1158
SNAPPY ONE-BUTTON SINGLE-BREASTED
PEAK LAPEL MODEL

Turn Back Cuff - Lower Welt Pockets Skirt: L-10 Four gore with center slit



Model L-1163 NEW TWO-BUTTON SINGLE-BREASTED SEMI-PEAK LAPEL MODEL

Lower Piped Pockets Skirt-L-26 Four gore

Model L-1141
NEW TWO-BUTTON NOTCH LAPEL MODEL

Lower Piped Pockets • Turn Back Cuff Skirt-L-30 Eight gore

All skirts pictured are available with any jacket model.



Model L-1142 SMART THREE-BUTTON NOTCH LAPEL MODEL

Lower Flap Pockets • Turn Back Cuff Skirt-L-26 Four gore

Model L-1150 Stunning New Four-Button Model

New Style Lapel • Turn Back Cuff • Lower Flap Pockets Skirt: L-16 Regular six gore



Model L-1171
POPULAR FIVE-BUTTON MODEL

Semi-Peak Lapels - Novelty Flap Pockets - Turn Back Cuff
Skirt-L-11 Four gore with center inverted pleat

Model L-1170
SMART TWO-BUTTON PEAK LAPEL MODEL

Lower Piped Pockets
Skirt-L-26 Four gore



Model L-2009

LATEST FOUR-BUTTON NOVELTY COLLAR STYLE

Lower Flap Pockets Skirt-L-30 Eight gore

Model L-2010
ONE-BUTTON PEAK LAPEL MODEL

Lower Flap and Imitation Cash Flap Pockets Skirt-L-26Four gore



Model L-73

Smart New Slacks Double Pleats Turned Out 1½" Waistband, Two Side Buttons Plain Bottoms

Model L-75

Smart New Slacks Double Pleats Turned Out Wide Waistband, Two Side Buttons Plain Bottoms



Model L-1169
POPULAR THREE-BUTTON
SINGLE-BREASTED FLARE COAT

Broad Pointed Collar • Vertical Piped Pockets

Split Sleeve with Roll Cuff

Model L-1156 SMART SIX-BUTTON SINGLE-BREASTED SHORTIE

Patch Pockets with Flaps
Peter Pan Collar

Box Back
Sleeve with Cuff



Model L-1152
THREE-BUTTON PEAK LAPEL BOX TOPCOAT

- Split Sleeve
- Slash Pockets

SMART THREE-BUTTON NOTCH LAPEL BOX TOPCOAT

- · Split Sleeve with Cuff
- Patch Pockets with Flaps





No. U-92
NAVAL AVIATION OFFICER'S
WINTER UNIFORM

No. U-99 NAVY OFFICER'S SUMMERTIME UNIFORM





UNIFORMS



No. U-58 CHAUFFEUR'S OR BUS DRIVER'S UNIFORM



No. U-26
SINGLE-BREASTED STRAIGHT FRONT
UNIFORM



No. U-52 FIREMEN'S UNIFORM 2 Upper Flaps No Pockets

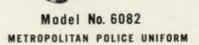
UNIFORMS



POLICE OR GUARD UNIFORM 4 Flaps No Pockets



Model No. 6001 METROPOLITAN POLICE UNIFORM



Skinner lining makes

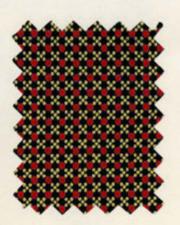
it

handsome

inside

as

out!





Skinner quality linings are traditionally associated with fine tailoring. New evidence of Skinner's fashion leadership is a printed lining—the latest mark of distinction in tailored clothing. Whether you choose a handsome plain Skinner lining or a neat masculine print, you are assured of the fine quality that has won renown for Skinner rayon linings.



